

SAF **1 DAY PROFIT BLAST** PHILADELPHIA

**SATURDAY, MARCH 25, 2017**

Special thanks to DVFLORA for sponsoring SAF's 1-Day Profit Blast in Philadelphia.



**SAVE \$60 REGISTER BY MARCH 8**

**Register Today! →**



**Exceeding the Design Demands of Today's Gift Givers**

*Laura Daluga, AIFD, owner, Department of Floristry*  
Sponsored by: *Smithers-Oasis*

**You'll learn how to:**

- Design and promote sustainable floral arrangements
- Embrace the DYO (design your own) movement as a financial win for your shop
- Interpret personal style to create truly unique floral art
- Attract millennials and other consumers through caused-based programs



**Treasure Hunt: Finding Your Hidden Profits**

*Derrick Myers, CPA, CFP, PFCI, vice president of Crockett, Myers & Associates, Inc.*

**You'll learn:**

- How to understand — and use — formulas and worksheets to improve your profits
- Time-tested cost control techniques used by hundreds of profitable florists
- The most common — and detrimental — black holes of lost profits in every business



**Build the Perfect Sales Script**

*Tim Huckabee, president of FloralStrategies, LLC*

**You'll learn:**

- Key elements of a successful encounter with a customer
- New techniques to give each facet of the conversation energy and a polished presentation
- How to create a natural-sounding script — and take it home so you can put it to work in your shop right away

**Plus listen in as Tim makes mystery shopper calls to real florist shops!**



**ABCs of Social Media Advertising**

*Crystal Vilkaitis, owner, Crystal Media*

**You'll learn:**

- Marketing techniques that will save you time and money, and get you seen
- Targeted strategies for the top sites, including Instagram, Twitter and LinkedIn
- How to make paid advertising on social media pay off



**Supplier Showcase!**

Expand your merchandise horizons by connecting with new fresh product, hardgoods and technology suppliers.

Suppliers, contact Laura Weaver to inquire about exhibiting, [lweaver@safnow.org](mailto:lweaver@safnow.org).

**SATURDAY, MARCH 25, 2017**

### Schedule

**7:30 – 8:30 a.m.**

Registration, Continental  
Breakfast & Supplier Showcase

**8:30 – 9 a.m.**

Opening Comments

**9:00 – 10:30 a.m.**

Exceeding the Design Demands  
of Today's Gift Givers  
*Sponsored by: Smither-Oasis*

**10:30 – 11 a.m.**

Vendor Spotlight, Refreshment  
Break & Supplier Showcase

**11:00 a.m. – 12:30 p.m.**

Treasure Hunt: Finding Your  
Hidden Profits

**12:30 – 1:30 p.m.**

Vendor Spotlight, Supplier  
Showcase & Lunch  
*Sponsored by: Hortica Insurance &  
Employee Benefits*

**1:30 – 3:00 p.m.**

Build the Perfect Sales Script

**3:00 – 3:30 p.m.**

Vendor Spotlight, Refreshment  
Break & Supplier Showcase

**3:30 – 5:00 p.m.**

ABCs of Social Media Advertising

**5:00 – 6:00 p.m.**

Supplier Showcase

### Conference Hotel

Hotel ML  
915 Route 73  
Mt. Laurel, NJ 08054  
856-802-3977

### SAF Room Rate

\$129/night

To reserve a room, please call the hotel at  
856-802-3977 and mention the Society of  
American Florists to get the group rate.

*\* Group rate only available for reservations  
made by Feb. 20.*

### For More Information

safnow.org/1-Day-profit-blast  
800-336-4743, ext. 221  
meetings@safnow.org

## DVFLORA Customer Registration

**4 EASY  
WAYS  
TO REGISTER**

**Phone:** 800-336-4743, ext. 221

**Fax:** 703-836-8705

**Mail:** SAF Meetings, 1001 North Fairfax Street,  
Suite 201, Alexandria, VA 22314

**E-mail:** meetings@safnow.org

**DVFLORA™**  
*We Deliver Freshness*

*Please complete this form for each attendee. Photocopies are acceptable.*

Name \_\_\_\_\_

Nickname for Your Badge \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Cell \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

SPECIAL NEEDS: (WHEELCHAIR ACCESS, DIETARY, ETC.) \_\_\_\_\_

Is this the first time you've attended an SAF Profit Blast?  Yes  No

### REGISTRATION FEE

	Before March 8	After March 8
<b>SAF member</b>	<b>\$139*</b>	<b>\$199*</b>
<b>Non member</b>	<b>\$189</b>	<b>\$249</b>

**Additional registrant from the same company only \$99!**

*\*All DVFLORA customers receive the SAF member rate!*

**Total enclosed:** \_\_\_\_\_

### PAYMENT OPTIONS:

Please enclose a check (payable to SAF in U.S. funds only)  
or credit card authorization with this form.

Check  Visa  MasterCard  American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVC Code \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_



**Registration/Refund Policy:** Cancellation requests made on or before March 11 will be refunded less a 15 percent handling charge. No refunds after March 18. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.